



US 20140344093A1

(19) **United States**(12) **Patent Application Publication**  
**Du et al.**(10) **Pub. No.: US 2014/0344093 A1**(43) **Pub. Date: Nov. 20, 2014**(54) **METHOD AND APPARATUS FOR GROUP SHOPPING**(75) Inventors: **Nan Du**, Beijing (CN); **Hao Wang**, Beijing (CN)(73) Assignee: **Nokia Corporation**, Espoo (FI)(21) Appl. No.: **14/344,186**(22) PCT Filed: **Sep. 14, 2011**(86) PCT No.: **PCT/CN2011/079614**

§ 371 (c)(1),

(2), (4) Date: **Mar. 11, 2014****Publication Classification**(51) **Int. Cl.**  
**G06Q 30/06**

(2006.01)

(52) **U.S. Cl.**CPC ..... **G06Q 30/0605** (2013.01)USPC ..... **705/26.2**

(57)

**ABSTRACT**

An approach is provided for efficiently creating a group shopping event. The approach involves determining one or more items in one or more preference lists associated with one or more users. The approach also comprises determining one or more associations among one or more other items in the one or more preference lists with the one or more items. The approach further comprises processing and/or facilitating a processing of the one or more associations to cause, at least in part, a selection of at least one of the one or more other items. The approach additionally comprises determining to generate at least one group shopping event based, at least in part, on a bundling of the selected at least one of the one or more other items with the one or more items to create one or more bundles.

